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at Request of Defendants

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Subject: FAPL opportunity / Bullet points

Figueira Decl. Tab

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\*Why do the deal?\*

- First global sports YT deal with world's biggest and most recognized sporting league
- Great new content flow for YouTube, resonating across many geographies
- Prime content with which we can test and improve advertising in various geographies
- Already very popular content on YT...

\*Major issues\*

- Google becomes a premium, exclusive rights owner
- Direct competition with Media Partners
- Likely to be seen as bold move in the world press
- Very different from other deals where we are a licensee.
- Content sub-licensing business is not core Google skills
- Significant sub-licensing deals required to drive value, particularly in mobile

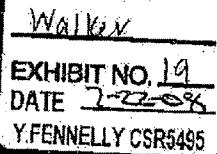
\*Proposed deal terms\*

Rights: Exclusive Worldwide rights (excl. UK & Ireland)

Term: 3 years

License fee: Flat fee payable in 3 equal installments (pre-payment of 6% of successful bid required before entering contract negotiations)

→ Estimate License Fee: between 5 to 10% of the International TV rights (£2=0m over 3 years)



600001-00922380

Can bid on either (or both) of: Internet Package / Mobile Package

Internet Package:

- individual match highlights, round reviews, archive footage and themed packages across every game week
- 608 clips per year delivered in steady flow

Deadline: Feb 16th at noon

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